

# John Phillips

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## Objective

A position as an **Interaction or UX Designer**. I enjoy translating my understanding of user goals, business requirements, and project constraints into interfaces that delight users, foster brand loyalty, and generate revenue.

## Capabilities

**Identify users.** Who they are, particularly their experience using computers, web sites, and applications.

**Model goals & expectations;** analyze what they want and how they frame the problem.

**Design user interfaces tailored to user expectations.** Present key interface concepts in the language of the user. Provide the control and flexibility users want.

**Simplify the complex.** Optimize the most common actions. Use progressive disclosure to manage complexity.

**Create mockups & prototypes** for usability testing.

**Assess usability.** Use best practices and user modeling to diagnose, repair and prevent usability problems.

**Devise usability tests** to measure task achievement.

**Work with diverse teams** of clients, engineers, designers, marketing and business people.

## Skills

- HTML
- CSS
- JavaScript
- PHP
- Photoshop, Illustrator & Fireworks
- QuarkXPress & InDesign
- Visio & OmniGraffle

## Career Highlights

- Lead UX designer on the Local Matters Labs team. Designed prototype iPhone apps and web sites. Responsible for UX and concept ideation.
- Led the design team for an innovative map based search site, findonmap.be, in cooperation with our client, Truvo.
- Major overhaul of the UI for Destination Search, Local Matters flagship product. Improved consistency, and error flows while expanding the feature set.
- Designed the user interface for Six Degrees, an automatic email and document tracking application. **Winner of Best of Show at MacWorld SF 2002.**
- Developed the product idea for Tokens, a unique and simple file sharing product based on email attachments. Lead the development team's effort, from inception to beta.
- User interface designer for QuarkXPress 5.0. Focused on integrating new and existing features, while modernizing the application.
- 10+ years in software development, focusing on ease of use, and tailoring software to meet user expectations.

## Professional Experience

**Local Matters**, Denver, CO 2005-Present

Senior Information Architect

Designed user interface and task flows for Destination Search, and numerous clients sites. Destination Search is the company's local search platform, visible at [demo.localmatters.com](http://demo.localmatters.com). Responsible for task flow analysis, wire-framing, and overall user experience on the sites. .

**StorageTek**, Louisville, CO 2004-2005

UI Designer

Designed user interface for a web-based application used to control and maintain robotic tape libraries. Responsible for design and production of prototype used in usability testing. Prototype created using PHP, JavaScript and XHTML, styled with CSS.

**Bright Factory, LLC**, Denver, CO 2003-2004

Interaction Designer (Founder)

Designed and produced web sites, mostly for small startup companies in the Denver area. Responsible for creating bids, identifying client needs, designing and producing pages, as well as site architecture.

**Creo Inc.**, Denver, CO 2000-2003

*Applications Engineer*, Creative Software Group

Designed the user interface and interactions for Six Degrees and Tokens. Lead the development effort, prioritizing features and producing the documentation needed to implement them. Developed the idea for Tokens, a unique and simple file sharing product based on email attachments. Lead development from the product's inception to beta. Conducted interface reviews and usability testing of both products.

**Quark Inc.**, Denver, CO

*Interaction Designer*, QuarkXPress 1999-2000

Designed the user interface for QuarkXPress 5.0. Integrated new and existing features. Built prototypes. Conducted usability tests. Wrote functional requirements and design documents. Redesigned intranet site making information easier to find, read, and print.

*Technical Product Specialist*, Internet Publishing 1998-1999

Researched and wrote product analyses of various server-side internet technologies from CGI accelerators, to object databases, to application servers. Wrote requirements documents for an XML-based server code named Moab.

*Technician*, QATS 1995-1998

Wrote and maintained a database of known problems used by phone technicians and web site visitors to diagnose and solve problems.

## Education

B.A. in English, University of Colorado at Boulder